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The Platform Economy

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Where is the greatest potential for growth within the digital economy?

There is one key word that is at the center of the digital economy or your digital strategy: it is the word platform.

And this is a very, very important concept, which basically combines a number of elements. The platform as a tool. The platform as a place where partners in an ecosystem reconfigure, and the platform as a center of solutions.

How can the Platform business model help companies succeed?

The Platform business model is probably the greatest opportunity in the next 3-5 years to create growth in the digital economy.

Which platforms, which ecosystems, are providing the most value? How can you tap into internal and external resources, expand your capacity? This is the key role of the platform, this is the so-called "network effect," that a platform provides.

Also from a competitive standpoint, an industry specific digital strategy needs, requires, to be clear on which platform, what roles, which data, are fundamental to compete successfully in that industry and, or, in a disruptive way across industries.

The key is really to identify which part of your business is prime for a platform strategy, starting with the most information intensive part of your business.

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